



Tourism & Events Department
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**To: David Scholefield, Chairperson
Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: March 21, 2017

Subject: 2017 Work Study Follow Up

The following outlines TDC consensus from the February 21 TDC Work Study session.

Tourism Related Capital Projects

In order to provide tourism related capital project funding recommendations to City Council, the commission developed the following criteria:

- Attract new and repeat markets with an emphasis on non-peak season
- Enhance Scottsdale's national and/or southwest image
- Increase visitors' spending and/or length of stay
- Create positive impact on tourism-based businesses
- Stimulate repeat visitation
- Maintain or enhance Scottsdale's quality of life and lifestyle

Staff will present the evaluation criteria at the March 21 TDC meeting for adoption.

City Event Funding Program Criteria and Evaluation

The commission reviewed and reached consensus on twelve event program criteria, which will be recommended as part of the FY2017/18 event funding programs:

1. **Reach and the quality of proposed marketing**-Producers should submit marketing plans that define the reach and the quality of their campaigns and demonstrate their commitment to success. More weight should be given to marketing outside the local area.
2. **Producer's investment in the event**-It is not the city's mandate to fund events in their entirety, apart from some community events.

3. **Number of tourism drivers supported**-Not all tourism drivers are equally important and they should be evaluated according to their impact.
4. **Total attendance/participants and out-of-area attendance/participants**-Primary charge is to increase room nights and that should remain a focus of the criteria. The commission agreed that considering total attendance in some way is important, even if it should not be the final determinant.
5. **Event growth potential and approach**-The goal of the TDC is to support events that have the growth potential to adequately return the City's investment, and this goal should be stated at the beginning as opposed to being included as part of the criteria.
6. **Event types**-The commission decided to eliminate from event funding considerations the following niche event types:
 - neighborhood block parties
 - private parties
 - trade shows
 - corporate meetings
 - events attached to other major events being funded by bed tax
 - events whose main purpose is fundraising
7. **PR/Social Media Value**-The commission agreed that event producers should have to explain how they plan to enhance their marketing efforts including PR if given the extra money.
8. **Hotel room nights**-The commission's view that room nights are still important, but there needs to be some flexibility to reflect the changing market.
9. **Marketing value vs. direct dollar marketing investment**-The TDC's intent is to retain a direct dollar cash requirement, but would be open to considering less than 50% depending on the circumstances.
10. **Amount of funding available**-The commission determined that event funding amounts should be reevaluated
11. **Support of events outside of Scottsdale**-The commission's consensus was to consider this option in the future.

12. **Seasonality**-The commission consensus is to develop an advertising plan to promote Scottsdale's tourism development initiatives.

Staff will present the four event funding programs and support documents for commission consideration at the April 18 TDC meeting. At the May 16 TDC meeting the commission will be requested to provide event funding program recommendations for city council consideration.

WestWorld Tourism Development Funding

Following a discussion on how best to use tourism development funds to allow WestWorld to compete for national RFP's in an expedited manner, the commission directed staff to provide a program recommendation which would include funding options, event evaluation criteria, and potential events to target for commission consideration. Additional discussion included consolidating an event agreement which would outline both the venue and event funding considerations.

Staff will be meeting internally to discuss event program options as well as consideration to enhance WestWorld event venue and event funding agreements and will provide an update at the April 18 TDC meeting.